



BRAND MANUAL

APRIL 2018

www.wrksolutions.com 1.888.469.JOBS (5627)

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

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107-WSBM-E-0418

INTRODUCTION

An organization's corporate identity is the foundation of all outreach, marketing and communications efforts. By applying the corporate identity in a disciplined and consistent manner, an organization conveys professionalism, credibility and quality.

PURPOSE OF THIS MANUAL

The primary purpose of this manual is to provide a framework of specifications for the use and presentation of the Workforce Solutions logo and adjacent elements, as well as other essential public outreach information.

It includes examples of how to use the corporate signature in a variety of materials and situations. It is very important that these standards are applied to create familiarity and maintain consistency and continuity.

FOR MORE INFORMATION

The Gulf Coast Workforce Board staff monitors and maintains the correct use of the Workforce Solutions corporate signature. If you have any questions about this manual or the use of the logo, please contact your Board staff representative or contract manager. For general questions, email publicinformation@wrksolutions.com.

LOGO OVERVIEW

THE LOGO

The honeycomb image in the Workforce Solutions logo represents a source of activity and production and it symbolizes the linkage of the many system components.

To ensure that a corporate signature is displayed and implemented effectively, presentation standards are essential. When the corporate signature is treated consistently, it becomes the visual cornerstone that supports the Workforce Solutions message and identity across the entire organization in all products and functions.

The Workforce Solutions' corporate signature is formed by two elements – the honeycomb mark and customized type. These two elements must always be used in combination; one can never be used separately from the other. The corporate signature must be used on all communications in the consistent manner shown.*

The space and placement set between the mark and type should never be altered so that the signature is always reproduced in a consistent manner and the elements always remain as a unit.

HORIZONTAL ORIENTATION



STACKED ORIENTATION (Available by Request)

Occasionally, a stacked version of the logo may be necessary in special circumstances. Please contact Board staff for approval of usage and appropriate logo file.



* The Workforce Solutions name may be used without the logo in special cases, such as outdoor signage with landlord restrictions. Any exceptions to using the corporate signature must be pre-approved by the Workforce Solutions Board staff.

LOGO FILES

LOGO FILES

The Workforce Solutions logo is available in various file formats. In selecting the file format, use the color and file type that is best applicable.

VECTOR FILE FORMAT

- Mostly for external/vendor use
- Can be scaled up and down without losing image quality
- Has a transparent background

RASTER FILE FORMAT

- For MS-Office applications, the web and videos
- Can be scaled down only
- PNG files have a transparent background, available at 150 dpi
- JPG files have a white background, available at 72 dpi

COLOR	FORMAT		
	VECTOR	RASTER	
Black (Positive)	.eps	.png	.jpg
White (Reversed)	.eps	.png	
PMS (Pantone or spot)	.eps		
RGB		.png	.jpg
CMYK (4-color process)	.eps		

LOGO COLORS

The Workforce Solutions logo is available in color (PMS, CMYK and RGB), all black (positive), all white (reversed) and alternate color.

Color (PMS, CMYK or RGB)



White (Reversed)



Black (Positive)



Alternate



LOGO USAGE

PROTECTED SPACE

Protected space is important in keeping the logo from becoming too cluttered with other elements on a page, such as other logos, photos, charts, etc. When using the logo, there should be a protected space around the logo equal to a minimum of one "W-height" (the height of the "W" from the logo) measurement.



MINIMUM SIZE

When reproducing the logo, be conscious of its size and legibility. To ensure quality for print, the logo "W" should never be reproduced smaller than .125" (1/8") in height. To ensure quality online, the logo "W" should never appear smaller than 12 px in height.

DO NOT

Reduce the logo any smaller than shown here.



INCORRECT USE OF THE LOGO

Below are some of the most common misuses of logos. Never create your own versions of the logo. Always use the logo files as provided.

DO NOT

make your own configuration



DO NOT

squish or expand out of proportion



DO NOT

add obtrusive effects



DO NOT

use color combinations other than those stipulated on page 4 of this manual



DO NOT

distort or apply filters



DO NOT

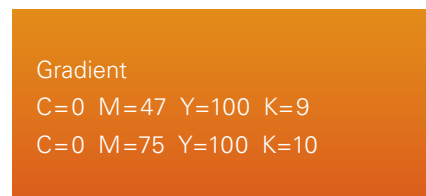
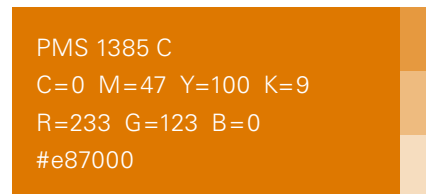
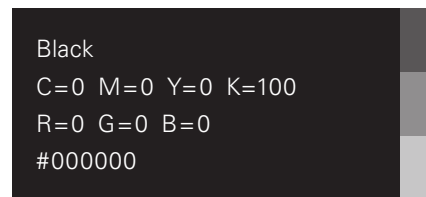
violate the protected space with words or images



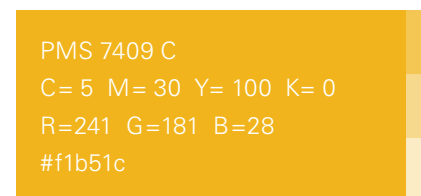
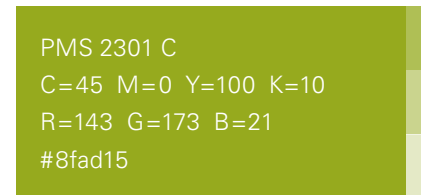
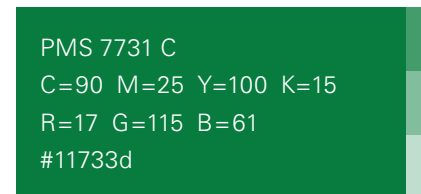
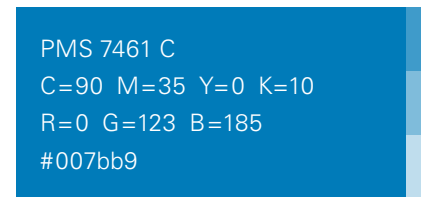
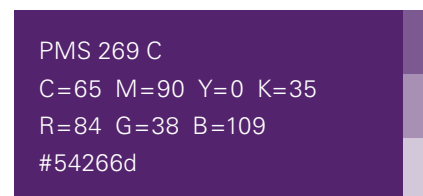
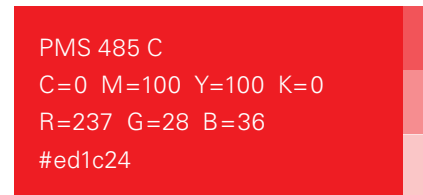
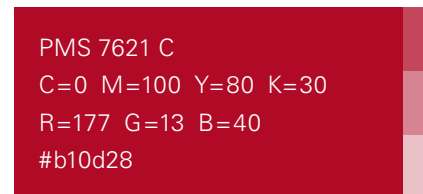
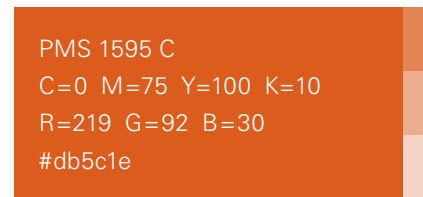
COLOR PALETTE

An extended range of colors are available as the brand expression colors for Workforce Solutions. When choosing colors, the primary colors should be considered first followed by the secondary, and neutrals. For consistency, only the values specified below should be used: PMS/Pantone (for offset printing), CMYK (for digital printing), RGB (onscreen/emails) and HEX (onscreen/websites).

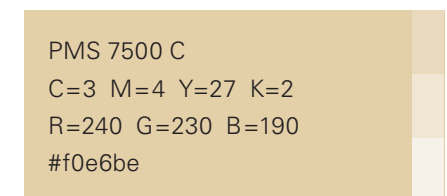
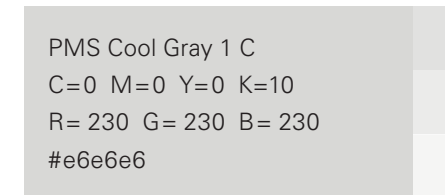
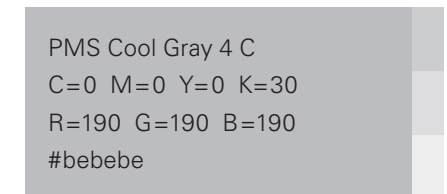
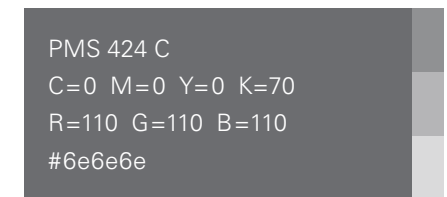
PRIMARY COLORS



SECONDARY COLORS



NEUTRALS



FONTS

Typography is a key element used to communicate a unified brand personality.

Univers is the type family that gives Workforce Solutions a solid typographic voice. Univers has a broad range of styles – including condensed and regular widths.

USAGE

Univers should be used whenever possible and accessible. In the case when Univers is not available for desktop applications such as MS-Office, Arial should be used as the substitute font.

NOTE

Univers can be purchased at www.fonts.com. Fonts purchased as OpenType® can be used for both PC and Mac platforms.

PRIMARY: UNIVERS

Univers is the primary san serif font for public outreach materials.

45 Light
 55 Roman
65 Bold
75 Black
 47 Light Condensed
 57 Condensed
67 Bold Condensed
45 Light Oblique
55 Oblique
65 Bold Oblique
75 Black Oblique
47 Light Condensed Oblique
57 Condensed Oblique
67 Bold Condensed Oblique

Univers

SUBSTITUTE: ARIAL

In the case when Univers is not available (such as for Word, PowerPoint, etc.), Arial should be used as the substitute font.

Regular
Italic
Bold
Bold Italic

Arial

ALTERNATE: GARAMOND

In special instances when a serif font is required instead of a sans serif (such as Univers or Arial), Garamond has been selected as the alternative.

Regular
Italic
Bold

Garamond

EQUAL OPPORTUNITY STATEMENT

STANDARD EO STATEMENT

Federal regulations require by law that Workforce Solutions include the Equal Opportunity (EO) statement in its communications. In most instances, the EO statement will be a part of the footer. (See sample application.)
The *standard* EO statement should appear as written below:

ENGLISH EO STATEMENT

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

SPANISH EO STATEMENT

Workforce Solutions es un empleador/programa de igualdad de oportunidades. Las personas con alguna discapacidad podrán solicitar asistencia y servicios auxiliares. **Retransmisión de Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voz) or 711

EVENT-SPECIFIC EO STATEMENT

Communications (such as emails or posters) promoting an upcoming event (such as a hiring event) must display the *event* EO statement. The *event* EO statement should also be included on all materials used at events or workshops held at career offices or off-site facilities. **The *event* EO statement should appear as written below:**

ENGLISH EO STATEMENT FOR EVENTS

Workforce Solutions is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. (Please request reasonable accommodations 48 hours in advance.) **Relay Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voice) or 711

SPANISH EO STATEMENT FOR EVENTS

Workforce Solutions es un empleador/programa de igualdad de oportunidades. Las personas con alguna discapacidad podrán solicitar asistencia y servicios auxiliares. (Por favor solicite acomodaciones razonables 48 horas con anticipación.) **Retransmisión de Texas:** 1.800.735.2989 (TDD) 1.800.735.2988 (voz) or 711

NOTES

- Use bold typesetting for “Relay Texas:” “Retransmisión de Texas:”
- Use periods (not dashes) to separate telephone number sections
- Use all cap letters for TDD
- Do not capitalize “voice” “voz”

SAMPLE APPLICATION

HOW WE HELP Workforce Solutions

EMPLOYER LISTINGS & REFERRALS
 Receive information and referrals to job openings that match your skills and experience using www.workintexas.com.

JOB FAIRS & HIRING EVENTS
 Find and attend upcoming job fairs and hiring events near you that interest you.

INTERNET ACCESS
 Free internet access for your job search. Check your email, view job postings, update job boards, research companies and explore other community referrals. Staff are available to assist you with accessing computer tutorials.

RESUME ASSISTANCE
 Attend a workshop to expand your resume writing skills or get assistance with updating your current resume.

COPIER, FAX, TELEPHONE & COMPUTERS
 Use our equipment for your job search needs including auxiliary aids such as HAC phones, TTY, Video Relay Service, JAWS, MAGic, Interpreter Services and Language Line Translation Services.

JOB SEARCH ADVICE & LABOR MARKET INFORMATION
 Attend workshops on job search skills and learn how to use labor market information to identify prosperous career paths.

ADULT EDUCATION
 If you need assistance acquiring your high school equivalency or need to refresh your basic education skills, we can refer you to General Education Diploma (GED), Adult Basic Education (ABE) and English as a Second Language (ESL) training providers.

COMMUNITY RESOURCES
 Learn about resource options unique to your area through 2-1-1 Texas/United Way HELPLINE and other community partners.

CAREER EXPLORATION & PLANNING
 Discover career possibilities through guided resources, personalized assessments and high-quality labor market information.

SCHOLARSHIP & FINANCIAL AID*
 Ask about possible opportunities to aid you in your job search such as training or education scholarships, child care options, or work support to get a job, keep a job or get a better job. (Information about FAFSA and other financial aid is available.)

* Eligibility requirements will apply.

Ask any Workforce Solutions representative for more information. Call **1.888.469.JOBS (5627)** or visit www.wrksolutions.com for a Workforce Solutions office nearest you.

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 316-SRVS-ES-0817

↑
EO STATEMENT

AMERICAN JOB CENTER IDENTIFIER

As of July 1, 2017, the Workforce Innovation and Opportunity Act requires each Board and its Workforce Solutions offices to include a common identifier in addition to any Board-developed identifiers on all products, programs, activities, services, facilities, and related property and materials to ensure that the public is aware that all online and in-person services are part of a larger national network.

This American Job Center identifier is never to appear as a combined unit with the Workforce Solutions logo. In most instances, the American Job Center identifier will appear as part of the footer. In special cases, the American Job Center identifier may be more prominent.

The American Job Center identifier is available as a logo file in full-color, black only and white only in both English and Spanish.

ENGLISH IDENTIFIER

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SPANISH IDENTIFIER

Un socio orgulloso de la red  network

Un socio orgulloso de la red  network



SAMPLE APPLICATIONS

Print Media Sample

WORKINTEXAS.COM
Find the best person to fill your job opening.

WorkInTexas.com is the fastest, easiest, most cost-effective way to recruit qualified applicants. Featuring the latest technology, employment data and applicant databases, we ensure that no matter what your field, a good employee is always easy to find.

WorkInTexas.com is completely free. Register today and join the thousands of businesses represented by www.WorkInTexas.com

WorkInTexas.com
713.688.6890

Not sure?
Let Workforce Solutions help you:

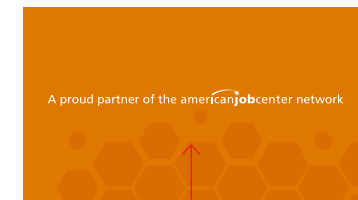
- Create unlimited free job postings
- View applicant resumes
- Experience job matching in "real time"
- Set up email notifications
- Access state-of-the-art recruiting tools


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207-WITE-6-0617

Business Card Sample



AMERICAN JOB CENTER IDENTIFIER

EMAIL SIGNATURES

The Workforce Solutions standardized email signature must be used across all email communications to clearly convey a consistent brand across all employees and locations.

COLORS

- **Black:** R=0 G=0 B=0
- **Gray:** R=110 G=110 B=110
- **Orange:** R=233 G=123 B=0

TYPOGRAPHY

The following presets should be followed.

- A Name:**
Black, Arial Bold 11 pt
- B Title:**
Black, Arial 9 pt
- C Workforce Solutions name and office location:**
Gray, Arial Bold 9 pt
- D Address, phone numbers and American Job Center identifier:**
Gray, Arial 9 pt
- E Phone descriptors:**
All caps, Gray, Arial 9 pt
- F Email and website URL:**
Orange, Arial 9 pt
- G Social media:**
Orange, Arial 7 pt

NOTES

Telephone abbreviations (e.g., DIRECT, FAX, MOB) should not use colons. Use periods to separate telephone number sections. The address should be typed on one line separated by commas. Follow email capitalization as shown. Social media channels should be spelled out in alphabetical order and need to be hyperlinked.

DO NOT

Use a font other than Arial.

DO NOT

Use any other colors than the designated black, gray and orange.

DO NOT

Use colons after telephone abbreviations.

DO NOT

Use hyphens to separate telephone number sections.

DO NOT

Add "http://" before the website URL or remove the "www."

DO NOT

Add the Workforce Solutions logo, the American Job Center logo, social media icons or any other images or graphics, descriptors or personal messages (including quotes, recycling statement, etc.) as part of the email signature.

EMAIL SAMPLE

- A Ashley Seals**
- B Outreach Coordinator**
- #
- C Workforce Solutions – Gulf Coast Workforce Board**
- D 3555 Timmons Ln, Suite 120, Houston, TX 77027**
- E DIRECT 713.499.6658** **D**
- F ashley.seals@wrksolutions.com**
- F www.wrksolutions.com – Facebook Instagram LinkedIn Twitter YouTube**
- # **G**
- D a proud partner of the American Job Center network**

First and Last Name

Job Title

Workforce Solutions – Location Name

0000 Street, Suite 000, City, TX 00000
 TEL 000.000.0000 EXT 000 FAX 000.000.0000
 email.name@wrksolutions.com
 www.wrksolutions.com – Facebook Instagram LinkedIn Twitter YouTube

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EDITORIAL NOTES

TOPE OF VOICE

Just as Workforce Solutions' logo is the visual foundation for its corporate identity, its tone of voice is the reflection of the brand in both written and spoken words. Like the corporate identity, tone of voice plays an important role in giving a distinct and consistent voice to all written materials.

Since Workforce Solutions communicates with and serves two distinct audiences, it is important to keep tone of voice in mind when creating written materials.

WRITING BASICS

The words and sentence structures you write should mirror the needs of your audience. Information should be presented clearly and be easy for your audience to follow. Keep language simple, straightforward and to the point. Complete sentences and proper grammar must always be used.

CUSTOMERS

- Active voice
- Friendly
- Approachable
- Less formal (use of contractions is acceptable)

EMPLOYERS

- Professional
- Informative
- Respectful

PREFERRED WORD USAGE

- Career office or employer service (not capitalized)
- Job candidates (not job seekers)
- Resume (no accent marks)
- Email (no hyphen)
- Online (no hyphen)
- Website, web, internet, online and email (not capitalized)
- Phone numbers (separated by periods, not dashes)
- Avoid using acronyms without first defining them. Introduce the full name first, followed by the acronym in parentheses. For example:
 - Texas Workforce Commission (TWC)
 - Work Opportunity Tax Credit (WOTC)
 - Supplemental Nutrition Assistance Program (SNAP)

OTHER COMMONLY USED PHRASES

The words/phrases below should be written as is:

- 2-1-1 Texas/United Way HELPLINE